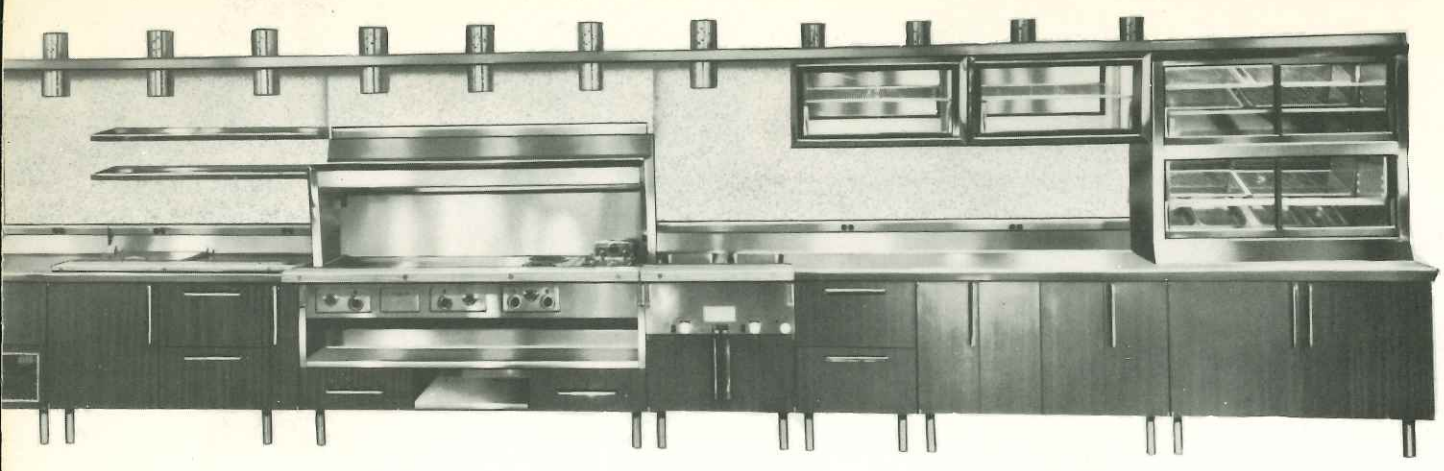
Div: 8



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A COMPLETE PRICE ADJUSTMENT *

ON THE Leitner® PRECEDENT Series

* BASED UPON ACTUAL DEALER EXPERIENCE IN SELLING
324 LEITNER INSTALLATIONS IN THE FIRST 6 MONTHS OF SALES!

Effective January 15th, 1960, prices in the overwhelmingly successful Leitner PRECEDENT Series will reflect a change (about 50% of the prices remain unchanged); as a result of your experiences in the outstanding sales effort of the past 6 months. See the enclosed comparative price chart.

Present prices will be protected until January 15th, 1960. All outstanding quotations must be registered for price protection. All orders placed between now and January 15th, 1960 and/or after January 15th, 1960 if registered will require delivery prior to April 1st, 1960, otherwise new prices will prevail.

The new prices will be realistic . . . promotable . . . increase your gross (and net!) profit! Your experience in selling over 300 PRECEDENT installations in the past six months has been the guide!

Your suggestions have been followed . . .

Your needs have been answered . . .

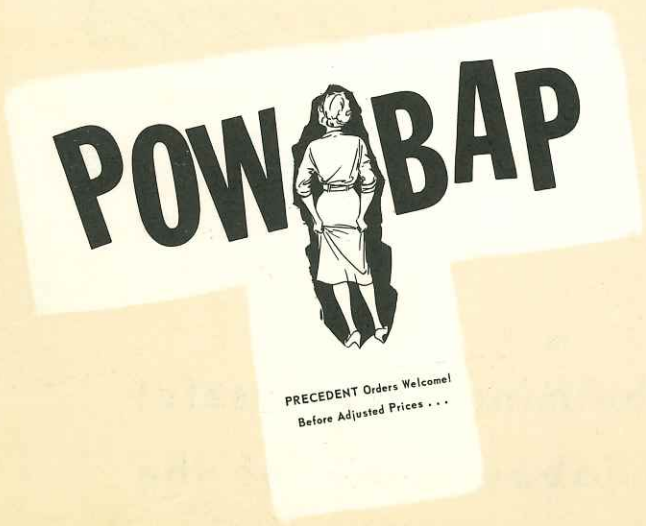
NOW! PRECEDENT will be more realistically priced . . .
more profitable to you than ever before!

FOR YOU .. A Fabulous 60 Day Sales Opportunity

PROMOTE PRECEDENT NOW . . .

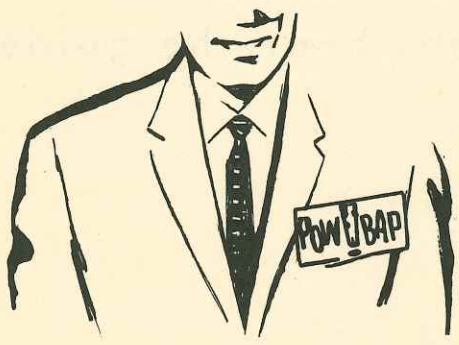
Before the New Prices Become Effective!

Get the Fence-Sitters In the Next 60 Days!



POW-BAP

That means **"PRECEDENT ORDERS WELCOME! BEFORE ADJUSTED PRICES"** . . . It's the final good reason why those "I can't make up my mind" customers of yours will buy right now! The price adjustment for January 15th lends urgency to the buying decision . . . so use it in your sales presentations.



We've created a provocative sales piece for your salesmen . . . make sure they wear it when calling on the trade . . . it'll open the door to a PRECEDENT sales talk . . . and sale!

PRO
PRE
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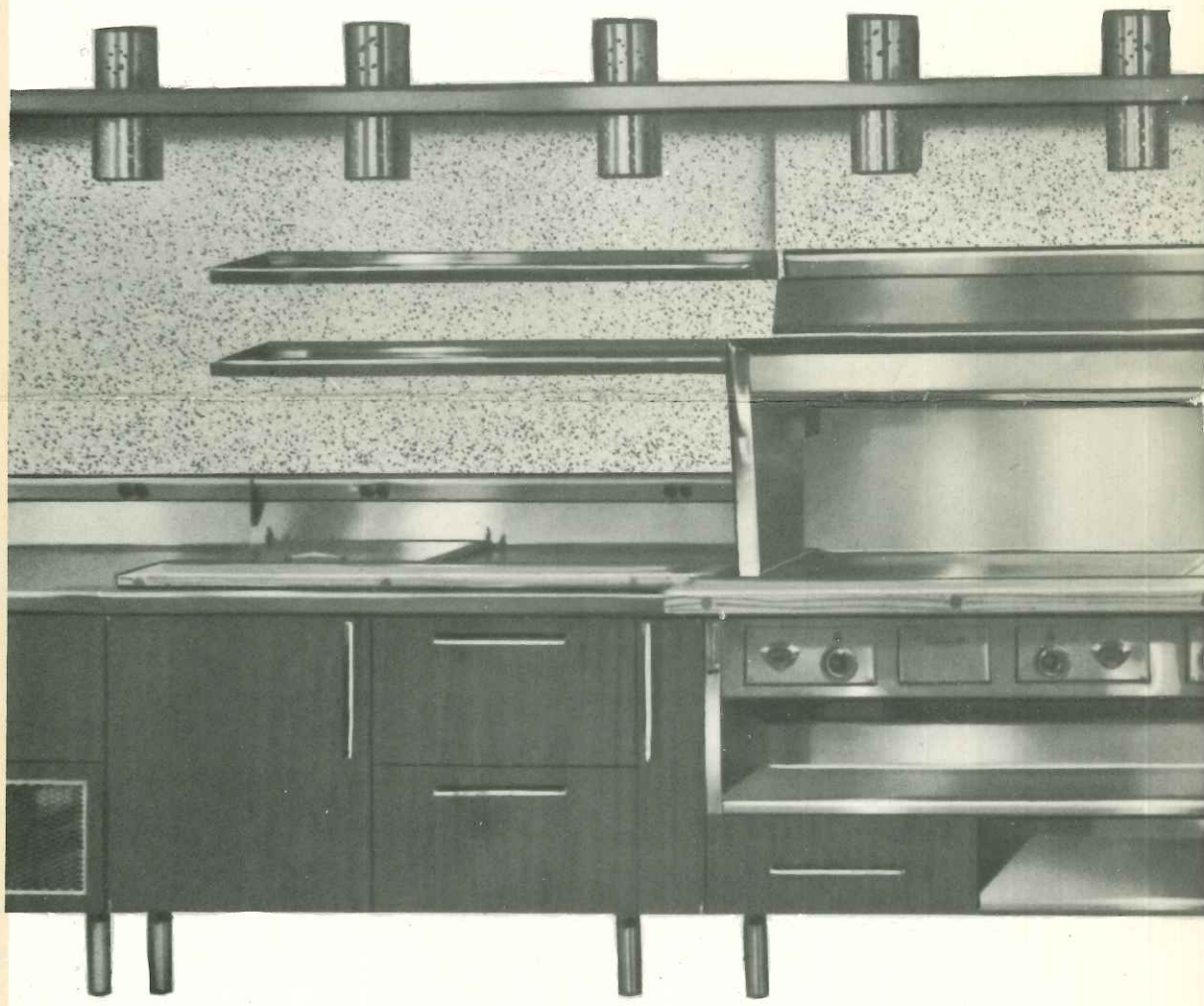


More than 300 installations in the
on the market . . . a fabulous in
tremendous acceptance **PRECEDENT**
from your customers . . .

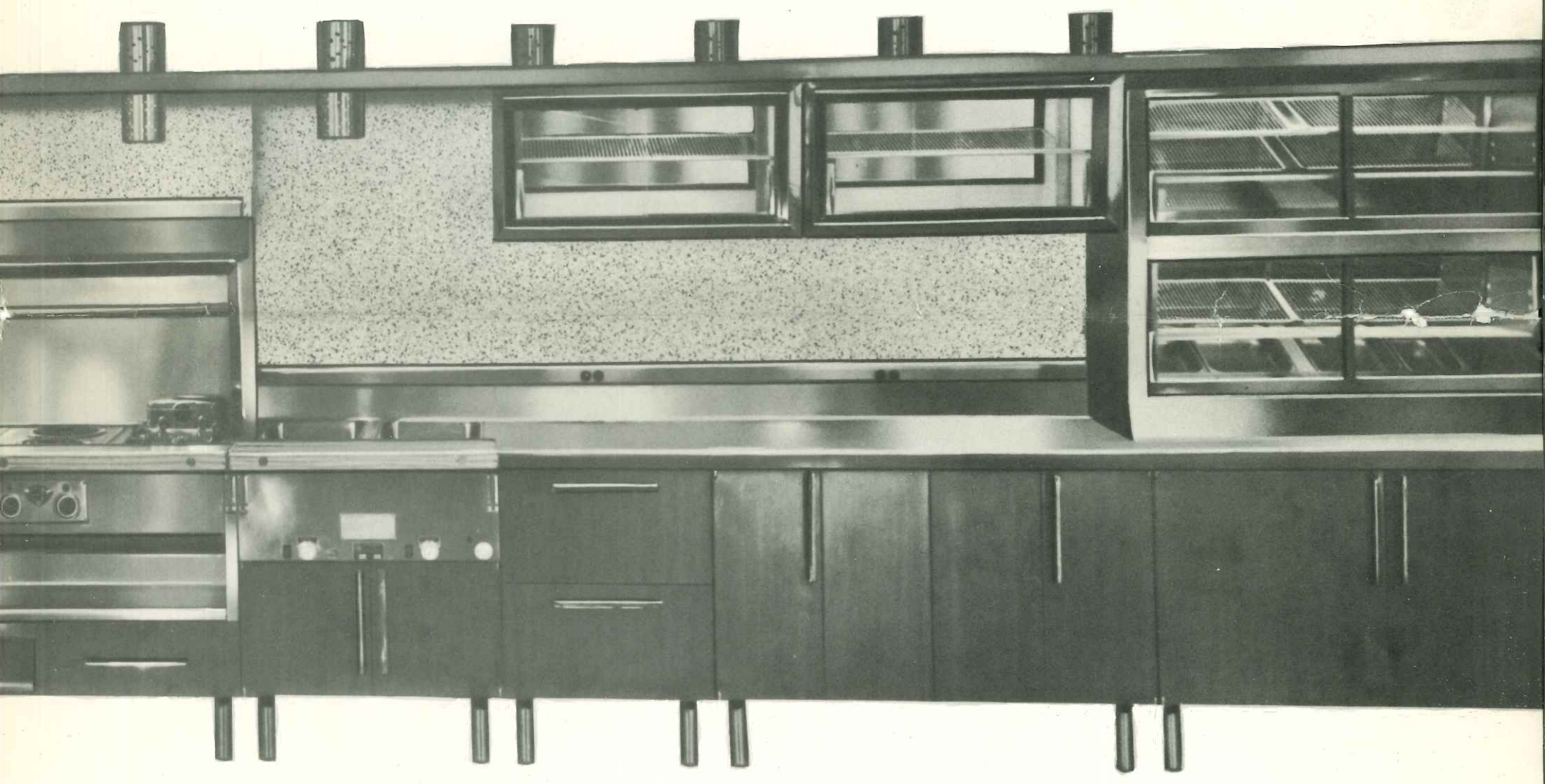
An overwhelming reason why you
PRECEDENT . . .

Definite proof that **PRECEDENT** mea
for you.

Leitner EQUIPMEN

MOTE
CEDENT
PROFIT

- it sells easier . . .
- it sells faster . . .
- it sells on sight . . .
- it sells on performance!



first 6 months
dication of the
has received

should promote

ns more profit

ONLY PRECEDENT OFFERS SO MANY BUYING REASONS

* Lifetime Formica laminates in a wide selection of color harmonized laminated combinations as well as stainless steel.
* New decorative Electric Strip raceway which makes it possible to install electric wiring after all equipment is set in place.
* New space saving Fold-A-Dor cabinets give full access to spacious interiors and provide flush-line appearance.
* New flush front refrigerator door assures utmost sanitation.
* New, more sanitary, tough and more durable refrigerated drawers and door backs.
* Improved 16-gauge die-stamped stainless steel tops with coved riser and stylized front roll for maximum sanitation utilizing Leitner's exclusive floating field joint.

T COMPANY • 2535 North 25th Avenue Franklin Park Illinois

Div. 8

312-140.1

* We're making an adjustment

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